



# Station Order Revised

## FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

**Estimate ID**
**11594**
**Contact:** Matt Oestreich  
**Email:** moestreich@wfla.com

**Phone:** 813-221-5742  
**Fax:** 813-275-8835  
**Direct:** 813-314-5462

### WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WFLA 5a News	EM	M-F	30	\$300.00			1					1	1	3
5:00 AM 5:30 AM			30	<b>\$900.00</b>										
WFLA 5:30a News	EM	M-F	30	\$450.00	1								1	2
5:30 AM 6:00 AM			30	<b>\$900.00</b>										
WFLA 6a News	EM	M-F	30	\$1,000.00	1	1	1	1	1			1	1	7
6:00 AM 7:00 AM			30	<b>\$7,000.00</b>										
Today Show	EM	M-F	30	\$1,200.00	1	1	1	1	1			1	1	7
7:00 AM 9:00 AM			30	<b>\$8,400.00</b>										
Saturday Today	EM	Sa	30	\$650.00						1				1
7:00 AM 9:00 AM			30	<b>\$650.00</b>										
Sunday Today	EM	Su	30	\$650.00							1			1
8:00 AM 9:00 AM			30	<b>\$650.00</b>										
Today II	DT	M-F	30	\$900.00		1		1	1			1		4
9:00 AM 10:00 AM			30	<b>\$3,600.00</b>										
The Doctors	EF	M-F	30	\$450.00	1	1	1	1	1			1		6
3:00 PM 4:00 PM			30	<b>\$2,700.00</b>										
Dr. Oz	EF	M-F	30	\$725.00	1	1	1	1	1			1		6
4:00 PM 5:00 PM			30	<b>\$4,350.00</b>										
WFLA 5p News	EN	M-F	30	\$1,250.00	1		1		1					3
5:00 PM 5:30 PM			30	<b>\$3,750.00</b>										
WFLA 5:30p News	EN	M-F	30	\$1,250.00	1	1	1	1	1			1		6
5:30 PM 6:00 PM			30	<b>\$7,500.00</b>										
WFLA 6p News	EN	M-F	30	\$2,000.00	1	1	1	1	1			1		6
6:00 PM 6:30 PM			30	<b>\$12,000.00</b>										

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastrategies.com

Date/Time Sent: 8/9/2012 3:38:09 PM

WFLA-TV

Page 1 of 2

8/21/12 FCC



# Station Order Revised FL Vote No on 6 Committee

**Market:** Tampa-St. Petersburg

**Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11594

**Contact:** Matt Oestreich  
**Email:** moestreich@wfla.com

**Phone:** 813-221-5742  
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## WFLA-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WFLA 7p News	EN	M-F	30	\$1,300.00	1	1	1	1	1			1		6
7:00 PM 7:30 PM			30	\$7,800.00										
Ent Tonight	PA	M-F	30	\$1,300.00	1	1	1	1	1			1		6
7:30 PM 8:00 PM			30	\$7,800.00										
The Voice	PT	M	30	\$14,000.00	1							1		2
8:00 PM 10:00 PM			30	\$28,000.00										
Parenthood	PT	Tu	30	\$4,000.00		1								1
10:00 PM 11:00 PM			30	\$4,000.00										
Law & Order SVU	PT	W	30	\$4,500.00			1							1
9:00 PM 10:00 PM			30	\$4,500.00										
Office/Parks	PT	Th	30	\$6,000.00				1						1
9:00 PM 10:00 PM			30	\$6,000.00										
Dateline	PT	F	30	\$6,500.00					1					1
10:00 PM 11:00 PM			30	\$6,500.00										
WFLA 11p News	LN	M-F	30	\$1,700.00	1	1	1	1	1			1		6
11:00 PM 11:35 PM			30	\$10,200.00										
Saturday 11p News	LN	Sa	30	\$1,700.00						1				1
11:00 PM 11:35 PM			30	\$1,700.00										
Sunday 11p News	LN	Su	30	\$1,700.00										1
11:00 PM 11:35 PM			30	\$1,700.00										
Tonight Show	LF	M-F	30	\$675.00	1	1	1	1	1			1		6
11:35 PM 12:37 AM			30	\$4,050.00										
<b>Station Gross Totals</b>				<b>\$134,650.00</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>2</b>	<b>2</b>	<b>13</b>	<b>4</b>	<b>84</b>

① 1135p-12m due NFL

Chris Vail

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

ChrisV@mediastategies.com

Date/Time Sent: 8/9/2012 3:38:09 PM

WFLA-TV

Page 2 of 2

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 128 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	..	Client/Product/Estimate:	././11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vote No On 6/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots	1		1	300
2	M-F 5a News MT.....	01	300	30 Comme	Nbr of Spots		2	2	600
3	M-F 530a News M.....	02	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 530a News .T.....	02	450	30 Comme	Nbr of Spots		1	1	450
5	M-F 6a News MTWTF..	02	1000	30 Comme	Nbr of Spots	5		5	5000
6	M-F 6a News MT.....	02	1000	30 Comme	Nbr of Spots		2	2	2000
7	M-F 7a Today Show MTWTF..	02	1200	30 Comme	Nbr of Spots	5		5	6000
8	M-F 7a Today Show MT.....	02	1200	30 Comme	Nbr of Spots		2	2	2400
9	Sat 7a Today Show	02	650	30 Comme	Nbr of Spots	1		1	650
Weekly Totals: Total Spots(Ord Spots)						67	17	84	

Media Strategies & Research - VA  
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Fairfax VA 22030

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Submission Number 128 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	..	Client/Product/Estimate:	. / . / 11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	Sun 8a Today Show S	02	650	30 Comme	Nbr of Spots	1	1	650
11	M-F 9a Today Show II .T.TF..	02	900	30 Comme	Nbr of Spots	3	3	2700
12	M-F 9a Today Show II M.....	02	900	30 Comme	Nbr of Spots	1	1	900
13	M-F 3p Doctors MTWTF..	03	450	30 Comme	Nbr of Spots	5	5	2250
14	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
15	M-F 4p Dr Oz MTWTF..	03	725	30 Comme	Nbr of Spots	5	5	3625
16	M-F 4p Dr Oz M.....	03	725	30 Comme	Nbr of Spots	1	1	725
17	M-F 5p News M.W.F..	02	1250	30 Comme	Nbr of Spots	3	3	3750
18	M-F 530p News MTWTF..	02	1250	30 Comme	Nbr of Spots	5	5	6250
19	M-F 530p News M.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
20	M-F 6p News	02	2000	30	Nbr of Spots	5	5	10000
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

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Vote No On 6/ Issue  
Submission Number 128 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vote No On 6/ Issue	Submission Cost:	134650	Campaign Ref:	JM112081501
Buyer:	...	Client/Product/Estimate:	J./11594	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
21	M-F 6p News M..... M-F 6p News M.....	02	2000	30 Comme		1	1	2000
22	M-F 7p News MTWTF.. M-F 7p News MTWTF..	02	1300	30 Comme	5		5	6500
23	M-F 7p News M..... M-F 7p News M.....	02	1300	30 Comme		1	1	1300
24	M-F 730p Entertainment Tonight MTWTF.. M-F 730p Entertainment Tonight MTWTF..	02	1300	30 Comme	5		5	6500
25	M-F 730p Entertainment Tonight M..... M-F 730p Entertainment Tonight M.....	02	1300	30 Comme		1	1	1300
26	Mon 8-10p ET / 7-9p CT Voice M..... Mon 8-10p ET / 7-9p CT Voice M.....	02	14000	30 Comme	1	1	2	28000
27	Tue 10p ET / 9p CT Parenthood T..... Tue 10p ET / 9p CT Parenthood T.....	03	4000	30 Comme	1		1	4000
28	Wed 9p ET / 8p CT Law & Order SVU ..W.... Wed 9p ET / 8p CT Law & Order SVU ..W....	02	4500	30 Comme	1		1	4500
29	Thu 9p ET / 8p CT Office ...T... Thu 9p ET / 8p CT Office ...T...	02	6000	30 Comme	1		1	6000
30	Fri 10p ET / 9p CT Dateline NBC Friday ....F.. Fri 10p ET / 9p CT Dateline NBC Friday ....F..	02	6500	30 Comme	1		1	6500
31	M-Su 11p News ..... M-Su 11p News .....	02	1700	30 Comme	6		6	10200
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

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Fairfax VA 22030

Vote No On 6/ Issue  
Submission Number 128 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vote No On 6/ Issue	Submission Cost: 134650	Campaign Ref: JM112081501
Buyer: ..	Client/Product/Estimate: . / . / 11594	Sales Rep: WFLA Political
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
32	M-Su Late News Late Run .....S	02	1700	30 Comme	Nbr of Spots 1		1	1700
33	M-Su 11p News M.....	02	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 1135p ET / 1035p CT Tonight Show MTWTF..	03	675	30 Comme	Nbr of Spots 5		5	3375
35	M-F 1135p ET / 1035p CT Tonight Show M.....	03	675	30 Comme	Nbr of Spots	1	1	675
Weekly Totals: Total Spots(Ord Spots)					67	17	84	

Grand Totals			
		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	84	67	17
Cost	134650	104800	29750

Grand Totals:	Spots: 84
	Gross Total: 134,650.00
	Commission: 20,197.50
	Net Total: 114,452.50

# WFLA - Tampa

## Issue Inquiry Form

To: Station Political File  
cc: Station Political Specialist

Date: 5/30/2012

Account Executive: Matt Oestreich Office: WFLA  
Name of Issue: Vote NO on 6  
City, Station Municipality: \_\_\_\_\_

Inquiry Made By: Chris Vail  
Agency / Organization: Media Strategies and Research  
Address: 11350 Random Hill Rd. Fairfax, VA 22030

Telephone: (703) 877-2000 Fax: (303) 764-9956

Issue Advertiser: Vote NO on 6  
Address: \_\_\_\_\_  
Telephone: 561-472-9940 Fax: \_\_\_\_\_

Committee Members...  
Treasurer: Barbara Zdravecky Other: \_\_\_\_\_  
Commercial Length: \_\_\_\_\_ Other: \_\_\_\_\_

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:  
Submitted to: Chris Vail Date: 5/30/12  
Stations Requested: WFLA



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012 WFLA I SS  
INVOICE DATE 11/25/12 JM112081501  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033447 PAGE BROADCAST MONTH 1 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /11594  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT	DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 5a News								*WFLA :30 Commercial			
	300.00	1	1	10/31	WE	05:27A	30	FL6-101H	300.00		
	300.00	2	2	11/05	MO	05:21A	30	FL6-101H	300.00		
				11/06	TU	05:20A	30	FL6-101H	300.00		
M-F 530a News								*WFLA :30 Commercial			
	450.00	3	1	10/29	MO	05:57A	30	FL6-101H	450.00		
	450.00	4	1	11/06	TU	05:58A	30	FL6-101H	450.00		
M-F 6a News								*WFLA :30 Commercial			
	1000.00	5	5	10/29	MO	06:40A	30	FL6-101H	1000.00		
				10/30	TU	06:59A	30	FL6-101H	1000.00		
				10/31	WE	06:45A	30	FL6-101H	1000.00		
				11/01	TH	06:58A	30	FL6-101H	1000.00		
				11/02	FR	06:11A	30	FL6-101H	1000.00		
	1000.00	6	2	11/05	MO	06:59A	30	FL6-101H	1000.00		
				11/06	TU	06:43A	30	FL6-101H	1000.00		
M-F 7a Today Show								*WFLA :30 Commercial			
	1200.00	7	5	10/29	MO	08:29A	30	FL6-101H	1200.00		
				10/30	TU	08:42A	30	FL6-101H	1200.00		
				10/31	WE	08:58A	30	FL6-101H	1200.00		
				11/01	TH	08:56A	30	FL6-101H	1200.00		
				11/02	FR	08:43A	30	FL6-101H	1200.00		
	1200.00	8	2	11/05	MO	08:56A	30	FL6-101H	1200.00		
				11/06	TU	08:26A	30	FL6-101H	1200.00		
Sat 7a Today Show								*WFLA :30 Commercial			
	650.00	9	1	11/03	SA	07:59A	30	FL6-101H	650.00		
Sun 8a Today Show								*WFLA :30 Commercial			
	650.00	10	1	11/04	SU	08:29A	30	FL6-101H	650.00		
M-F 9a Today Show II								*WFLA :30 Commercial			

\*\*\* Continued \*\*\*

PERIOD COST	137,875.00	85 Total Units		Debits	10,500.00
		ACTUAL GROSS BILLING	133,150.00	Credits	15,225.00-
		AGENCY COMMISSION	19,972.50	SUB-TOTALS	
		NET DUE	113,177.50	TOTAL RECONCILING	4,725.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Vote No On 6/ Issue

PRODUCT  
Vote No On 6/ Issue

INVOICE NUMBER 0100033447  
BROADCAST MONTH 10/29/2012 - 11/25/  
AMOUNT DUE  
113,177.50

REMIT TO:

\*00175

000034214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000034214 00000100033447 011317750 9



INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012 WFLA I SS  
INVOICE DATE 11/25/12 JM112081501  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033447 PAGE BROADCAST MONTH 2 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /11594  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
	900.00	11 3	10/30	TU	09:56A	30	FL6-101H	900.00	
			11/01	TH	09:57A	30	FL6-101H	900.00	
			11/02	FR	09:29A	30	FL6-101H	900.00	
	900.00	12 1	11/05	MO	09:57A	30	FL6-101H	900.00	
M-F 3p Doctors	450.00	13 5	10/29	MO	03:29P	30	FL6-101H	450.00	
			10/30	TU	03:14P	30	FL6-101H	450.00	
			10/31	WE	03:26P	30	FL6-101H	450.00	
			11/01	TH	03:31P	30	FL6-101H	450.00	
			11/02	FR	03:48P	30	FL6-101H	450.00	
M-F 4p Dr Oz	450.00	14 1	11/05	MO	03:55P	30	FL6-101H	450.00	
	725.00	15 5	10/29	MO	04:11P	30	FL6-101H	725.00	
			10/30	TU	04:20P	30	FL6-101H	725.00	
			10/31	WE		30		.00	Preempt S 725.00- pecial N ews Rpt
			11/01	TH	04:09P	30	FL6-101H	725.00	
			11/02	FR	04:28P	30	FL6-101H	725.00	
M-F 5p News	725.00	16 1	11/05	MO	04:37P	30	FL6-101H	725.00	
	1250.00	17 3	10/29	MO	05:23P	30	FL6-101H	1250.00	
			10/31	WE	05:14P	30	FL6-101H	1250.00	
			11/02	FR	05:13P	30	FL6-101H	1250.00	
M-F 530p News	1250.00	18 5	10/29	MO	05:45P	30	FL6-101H	1250.00	
			10/30	TU	05:44P	30	FL6-101H	1250.00	
			10/31	WE	05:52P	30	FL6-101H	1250.00	
			11/01	TH	05:58P	30	FL6-101H	1250.00	
			11/02	FR	05:44P	30	FL6-101H	1250.00	
M-F 6p News	1250.00	19 1	11/05	MO	05:58P	30	FL6-101H	1250.00	
	2000.00	20 5	10/29	MO	06:14P	30	FL6-101H	2000.00	
			10/30	TU	06:23P	30	FL6-101H	2000.00	
			10/31	WE	06:13P	30	FL6-101H	2000.00	
			11/01	TH	06:11P	30	FL6-101H	2000.00	
			11/02	FR	06:23P	30	FL6-101H	2000.00	
M-F 7p News	2000.00	21 1	11/05	MO	06:23P	30	FL6-101H	2000.00	
	1300.00	22 5	10/29	MO	07:11P	30	FL6-101H	1300.00	
			10/30	TU	07:13P	30	FL6-101H	1300.00	
			10/31	WE	07:14P	30	FL6-101H	1300.00	
			11/01	TH	07:24P	30	FL6-101H	1300.00	
			11/02	FR	07:11P	30	FL6-101H	1300.00	
M-F 730p Entertainment Tonight	1300.00	23 1	11/05	MO	07:24P	30	FL6-101H	1300.00	
	1300.00	24 5	10/29	MO	07:55P	30	FL6-101H	1300.00	
*** Continued ***									

PERIOD COST 137,875.00

85 Total Units  
ACTUAL GROSS BILLING 133,150.00  
AGENCY COMMISSION 19,972.50  
NET DUE 113,177.50

SUB-TOTALS Debits 10,500.00  
Credits 15,225.00-  
TOTAL RECONCILING 4,725.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

INVOICE / AFFIDAVIT

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Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
PROD: Vote No On 6/ Issue

2012 WFLA I SS  
INVOICE DATE 11/25/12 JM112081501  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033447 PAGE BROADCAST MONTH 3 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: . / . /11594  
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
			10/30	TU	07:56P	30 FL6-101H	1300.00		
			10/31	WE	07:56P	30 FL6-101H	1300.00		
			11/01	TH	07:54P	30 FL6-101H	1300.00		
			11/02	FR	07:54P	30 FL6-101H	1300.00		
1300.00	25	1	11/05	MO	07:40P	30 FL6-101H	1300.00		
Mon 8-10p ET / 7-9p CT Voice					*WFLA	:30 Commercial			
14000.00	26	2	10/29	MO	08:48P	30 FL6-101H	14000.00		
			11/05	MO	08:44P	30 FL6-101H	14000.00		
Tue 10p ET / 9p CT Parenthood					*WFLA	:30 Commercial			
4000.00	27	1	10/30	TU			.00	Preempt Program Change	4000.00-
Wed 9p ET / 8p CT Law & Order					*WFLA	:30 Commercial			
4500.00	28	1	10/31	WE	09:44P	30 FL6-101H	4500.00		
Thu 9p ET / 8p CT Office					*WFLA	:30 Commercial			
6000.00	29	1	11/01	TH			.00	Preempt Program Change	6000.00-
Fri 10p ET / 9p CT Dateline NB					*WFLA	:30 Commercial			
6500.00	30	2	11/02	FR			.00	Preempt Program Change	.00-
			11/02	FR	10:52P	30 FL6-101H	6500.00	MAKEGOOD	6500.00
M-Su 11p News			MG FOR:	40	11/02				
1700.00	31	6			*WFLA	:30 Commercial			
			10/29	MO	11:25P	30 FL6-101H	1700.00		
			10/30	TU	11:13P	30 FL6-101H	1700.00		
			10/31	WE	11:24P	30 FL6-101H	1700.00		
			11/01	TH	11:29P	30 FL6-101H	1700.00		
			11/02	FR	11:14P	30 FL6-101H	1700.00		
			11/03	SA	11:27P	30 FL6-101H	1700.00		
M-Su Late News Late Run					*WFLA	:30 Commercial			
1700.00	32	1	11/04	SU	12:14A	30 FL6-101H	1700.00	Sports Overrun	
M-Su 11p News					*WFLA	:30 Commercial			
1700.00	33	1	11/05	MO	11:32P	30 FL6-101H	1700.00		
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30 Commercial			
675.00	34	5	10/29	MO	12:30A	30 FL6-101H	675.00		
			10/30	TU	11:58P	30 FL6-101H	675.00		
			10/31	WE	12:09A	30 FL6-101H	675.00		
			11/01	TH	11:45P	30 FL6-101H	675.00		
			11/02	FR	12:31A	30 FL6-101H	675.00		
675.00	35	1	11/05	MO	12:30A	30 FL6-101H	675.00		
Tue 10p ET / 9p CT Go On					*WFLA	:30 Commercial			
4000.00	36	1	10/30	TU			.00	Preempt Program	.00-

\*\*\* Continued \*\*\*

PERIOD COST 137,875.00

85 Total Units  
ACTUAL GROSS BILLING 133,150.00  
AGENCY COMMISSION 19,972.50  
NET DUE 113,177.50

SUB-TOTALS Debits 10,500.00  
Credits 15,225.00-  
TOTAL RECONCILING 4,725.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

34214  
Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
FAIRFAX VA 22030

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Vote No On 6/ Issue  
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2012 WFLA I SS  
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DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
NBC News Special	4000.00	37	1	10/30	TU	10:38P	30 FL6-101H :30 Commercial	4000.00	Change
				MG FOR:	36	10/30			MAKEGOOD 4000.00
Thu 10p ET / 9p CT Rock Center	3000.00	38	1	11/01	TH	10:17P	30 FL6-101H :30 Commercial	3000.00	
Fri 8p Star Watch Primetime	3000.00	39	1	11/02	FR		30 :30 Commercial	.00	Preempt Program Change 3000.00-
Fri 10p ET / 9p CT Revolution	6500.00	40	1	11/02	FR		30 :30 Commercial	.00	Preempt Program Change .00-
Sat 7p Star Watch	1500.00	41	1	11/03	SA		30 :30 Commercial	.00	Preempt Sp 1500.00- orts Over run
M-F 7a Today Show	2000.00	42	1	11/05	MO	08:26A	30 FL6-101H :30 Commercial	2000.00	
M-F 11a Daytime	225.00	43	1	11/05	MO	11:59A	30 FL6-101H :30 Commercial	225.00	
Total Airtime Gross Spot Revenue:									133,150.00

PERIOD COST 137,875.00

85 Total Units  
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NET DUE 113,177.50

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